

we need to **make** a smart decision



You have a burning issue keeping you up at night, a business critical decision that could have a devastating effect if you are wrong, or simply want to make a smart informed choice. Azure and Rotman Information Solutions can help!

STRATEGIC INSIGHTS SOLUTION

Research Framing – Azure Corporation

Included: Explore with the Client the purpose, objectives, and decision(s) to be made. Frame and scope the research requirement into insight objectives and desired validations.

Output: A strategic research brief document summarizing the research purpose, subject scope, questions to be answered, data being sought and any other relevancies to the activity.

Facts and Data Search and Assembly - Rotman Information Solutions

Included: Design a search strategy for the efficient sourcing of information. Screening and assembling secondary research facts and data from a wide and deep array of Canadian and International published sources. The research sources include; Government databases, business publications, academic publications and subscription-only databases.

Output: An assembled collection of (i) relevant facts and data excerpts (ii) complete source materials and (iii) additional material sources for deeper exploration as required.

Intelligence Delivery – Azure Corporation

Included: Synthesize and apply the assembled facts and data through strategic modeling and decision modeling frameworks. Uncover insights, create knowledge and intelligence to contribute to the Client's decision-making and action planning.

Output: A summary analysis document that may take various forms depending on the nature of the research, analysis and decisions being sought.

APPLICATIONS

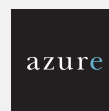
- Frame management brainstorming and planning activities
- Collect market / competitive intelligence
- Uncover new opportunities
- Mitigate risk of decisions
- Support a business case
- More effectively design a primary research activity

COST

The cost varies according to the simplicity or complexity of the Client requirement and situation.

Please call 905-939-9444 or email howcanwehelp@enablingideas.com for a detailed activity assessment.

Alternatively, call Rotman Information Solutions at 416-978-1912 or email Heather.Wilson@Rotman.Utoronto.ca



Rotman
INFORMATION SOLUTIONS

Rotman School of Management at the University of Toronto

Copyright © 2011 Azure Corporation.
All rights reserved.